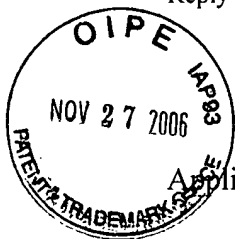


Appl. No. # 10/817,250  
Amdt. dated 11/21/2006  
Reply to OA of 11/16/2006



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: **CLEGG, TIMOTHY**

) Examiner: Christopher Veraa

Serial No.: **10/817,250**

) Art Unit: 1797

Filed: **04/03/2004**

) Attorney Docket Number: Clegg.04

For: **FOLDING MAGAZINE INSERT**

)

)

)

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

Dear Examiner Veraa:

In response to the Office Action mailed November 16, 2006, please make the following amendments to the application.

**Amendment to the Claims** begins on page 2 of this paper.

**Amendment to the Specifications** begins on page 8 of this paper.

**Amendments to the Drawings** begin on page 10 of this paper.

Respectfully submitted,

Clement Cheng, Esq.  
17220 Newhope St Ste 127  
Fountain Valley, CA 92708-4283  
(714) 825-0555 phone; (714) 825-0558 fax

**Amendment to the Claims:**

**CLAIMS**

1. (original) A folding magazine insert comprising: a means for emitting a sound enclosed in a foldable support structure, emitting sounds upon unfolding; said means for emitting a sound comprising an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends is connected to the electronic microchip sound generating device and the other end is attached to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure,  
the foldable support structure comprising a primary page and a secondary page, the electronic microchip sound generating device held in the secondary page by folding the secondary page, wherein the secondary page is folded-over itself along a fold line and held together by double sided tape adhered at a top edge, bottom edges, inner edge and channel edges thereof; wherein the inner edge is the edge close to the fold between the primary and secondary page, wherein the channel edges form a channel retaining the tongue such that the microchip sound generating device is retained halfway between the vertical and horizontal midpoint of the secondary page and the outer edge of the secondary page.
2. (original) The folding magazine insert of claim 1 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page.
3. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device includes a flat speaker facing down.
4. (original) The folding magazine insert of claim 1 wherein the microchip sound generating device includes a flat speaker facing up.
5. (original) The unfolding magazine insert of claim 1 wherein the microchip sound generating device includes three 1.5 V button batteries.

6. (currently amended) The folding magazine insert of claim 1 wherein the microchip sound generating device is adhered to a film forming a modular template, the modular template having a tongue stick section, a speaker section and a battery section, wherein the battery section includes ~~[[the]]~~ a microchip controller, each section adhered by glue to a sticky tape with a removable liner such that when the liner is removed, the sticky tape is revealed, the sticky tape sticking the modular section to the proper position on the first and secondary pages.
7. (cancelled) The folding magazine insert of claim 6 further comprising a joint made by double taping the front and back sides of the tongue stick section and the battery section at the junction thereof.
8. (cancelled) The folding magazine insert of claim 6 wherein the speaker section and battery section can be detached so that the speaker section can be located adjacent to the battery section and placed adjacent to the battery section.
9. (cancelled) The folding magazine insert of claim 6 wherein the speaker in the speaker section is mounted face down.
10. (currently amended) The folding magazine insert of claim 6 wherein the tongue distance between the tongue attachment means and switch on ~~[[the]]~~ a microchip and battery section is held constant by the film, such that after adhering the film to the primary and secondary pages the distance between the attachment means and the switch is held constant.
11. (cancelled) The folding magazine insert of claim 6 wherein the tongue is non-conductive and positioned to slide from between two contacts of the switch, thereby completing a circuit when a user opens the pages.

12. (cancelled) A folding magazine insert comprising: a foldable support structure; an electronic microchip sound generating device; and a slide tongue mechanism connected to the electronic microchip sound generating device and to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure;  
wherein the foldable support structure comprises: an insertion flap adhering to a bottom side of a fold line of a primary page and a secondary page, the electronic microchip sound generating device held in the secondary page by folding the secondary page, wherein the secondary page is folded-over itself along a fold line and held together by double sided tape, such that the microchip sound generating device is retained halfway between the vertical and horizontal midpoint of the secondary page and the outer edge of the secondary page, wherein said insertion flap can be received in an automated machine bindery.
13. (cancelled) The folding magazine insert of claim 12 further comprising a tongue attachment that is double taped on a top and bottom side adhering to the first page.
14. (cancelled) The folding magazine insert of claim 12 wherein the microchip sound generating device includes a flat speaker facing down.
15. (cancelled) The unfolding magazine insert of claim 12 wherein the microchip sound generating device includes three 1.5 V button batteries.
16. (cancelled) The folding magazine insert of claim 12 wherein the microchip sound generating device is adhered to a film forming a modular template, the modular template having a tongue stick section, a speaker section and a battery section, wherein the battery section includes the microchip controller, each section adhered by glue to a sticky tape with a removable liner such that when the liner is removed, the sticky tape is revealed, the sticky tape sticking the modular section to the proper position on the first and secondary pages.

17. (cancelled) The unfolding magazine insert of claim 12 wherein the microchip sound generating device includes two 1.5v batteries when SNM and SSE types of MASK are used for recording prerecorded messages.
18. (cancelled) A folding magazine insert comprising: a sound emitting means enclosed in a foldable support structure; the foldable support structure comprising a first page and a second page, a sound emitting means adhered in the second page by folding a first and second section of the second page, wherein the second page is folded-over itself along a fold line and held together by adhesive strips at a top edge, bottom edges, inner edge and channel edges; wherein the inner edge is the edge close to the fold between the primary and secondary page, wherein the channel edges form a channel retaining the tongue such that a sound emitting means is retained in the insert.
19. (cancelled) The folding magazine insert of claim 18 wherein said a sound emitting means comprises: an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends is connected to the electronic microchip sound generating device and the other end is attached to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure.
20. (withdrawn) The folding magazine insert of claim 18 wherein said sound emitting means comprises: an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends has a magnet attached, the magnet retaining a magnetic relay on an electronic microchip, wherein the other end of the slide tongue mechanism is attached to the foldable support structure so as to activate the electronic microchip upon the unfolding of the foldable support structure.
21. (withdrawn) The folding magazine insert of claim 18 wherein said sound emitting means comprises: an electronic microchip sound generating device, and light sensor attached to the foldable support structure so as to activate the electronic microchip upon the unfolding of the foldable support structure.

22. (cancelled) A method of inserting a folding magazine insert into a magazine by use of a high-speed bindery machine comprising the steps of: forming a first page and a second page on a foldable support structure; enclosing a sound emitting means in a foldable support structure by folding a first and second section of the second page, wherein the second page is folded-over itself along a fold line and held together by adhesive strips at a top edge, bottom edges, inner edge and channel edges, wherein the inner edge is the edge close to the fold between the primary and secondary page, wherein the channel edges form a channel retaining the tongue such that a sound emitting means is retained in the insert.
23. (cancelled) The method of claim 22 wherein the microchip sound generating device is adhered to a film forming a modular template, the modular template having a tongue stick section, a speaker section and a battery section, wherein the battery section includes the microchip controller, each section adhered by glue to a sticky tape with a removable liner such that when the liner is removed, the sticky tape is revealed, the sticky tape sticking the modular section to the proper position on the first and secondary pages.
24. (cancelled) The method of claim 22 wherein said a sound emitting means comprises: an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends is connected to the electronic microchip sound generating device and the other end is attached to the foldable support structure so as to activate the electronic microchip sound generating device upon the unfolding of the foldable support structure.
25. (cancelled) The method of claim 22 wherein said sound emitting means comprises: an electronic microchip sound generating device, and a slide tongue mechanism having a pair of ends wherein one of the two ends has a magnet attached, the magnet retaining a magnetic relay on an electronic microchip, wherein the other end of the slide tongue mechanism is attached to the foldable support structure so as to activate the electronic microchip upon the unfolding of the foldable support structure.

26. (cancelled) The method of claim 22 wherein said sound emitting means comprises: an electronic microchip sound generating device, and light sensor attached to the foldable support structure so as to activate the electronic microchip upon the unfolding of the foldable support structure.

27. (cancelled) The method of claim 22 further comprising the steps of: gluing an insertion flap to the bottom side of a fold line of a primary and a secondary page; folding the secondary page and retaining the secondary page in folded configuration by gluing the secondary page together with double sided tape; and retaining the microchip halfway between the vertical and horizontal midpoint of the secondary page and the outer edge of the secondary page, wherein the insertion flap can be received in an automated machine binary and appear to the bindery as a single page.

**Specification Amendments**

On page 7, line 27 on the sentence, “Preferably the sound emitting means 34

Delete the word 34 so that the new sentence reads:

Preferably the sound emitting means [[34]] comprises an electronic microchip sound generating device 35 comprised of a generally flat-shaped speaker 34, a microchip controller 35 mounted to a circuit board 32, a switch means 255, and a battery means 190.



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**Remarks**

SNM and SSE types of MASK are simply acronyms for sound formatting on microchips. These are industry terms that people use in the sound chip market. They have no bearing on the patentability of the claims.



## Replacement Sheet

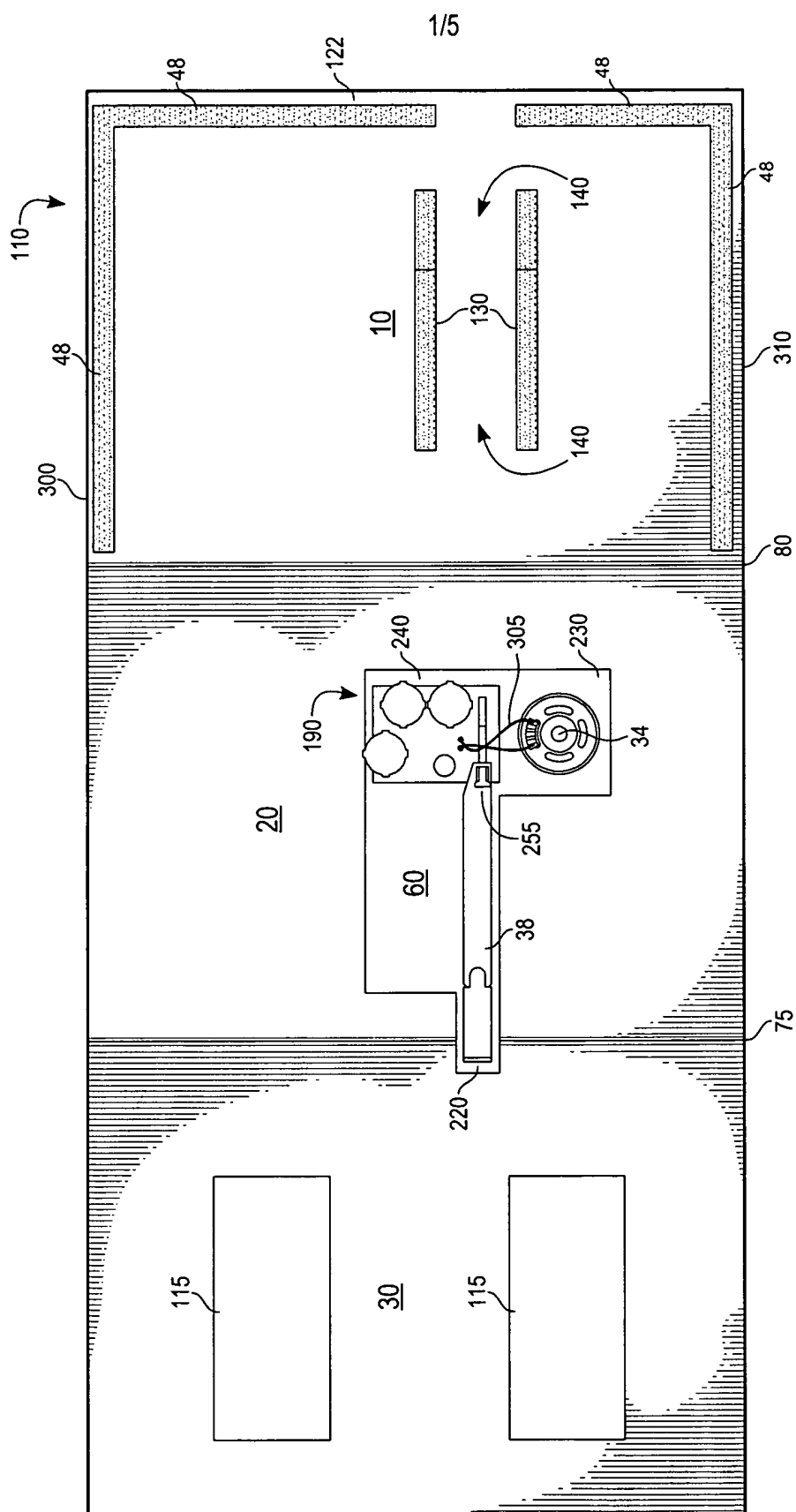
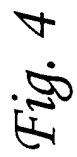
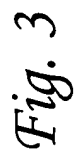
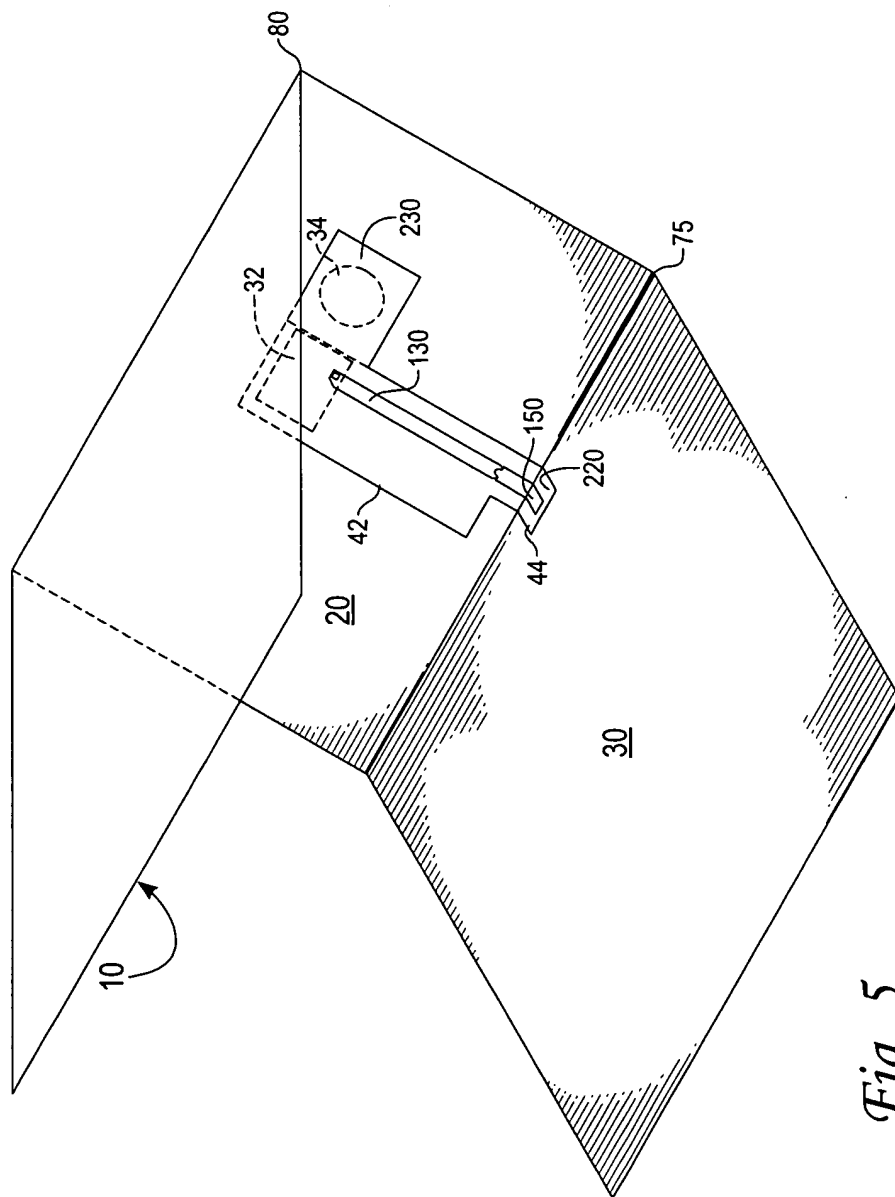


Fig. 1



Fig. 2





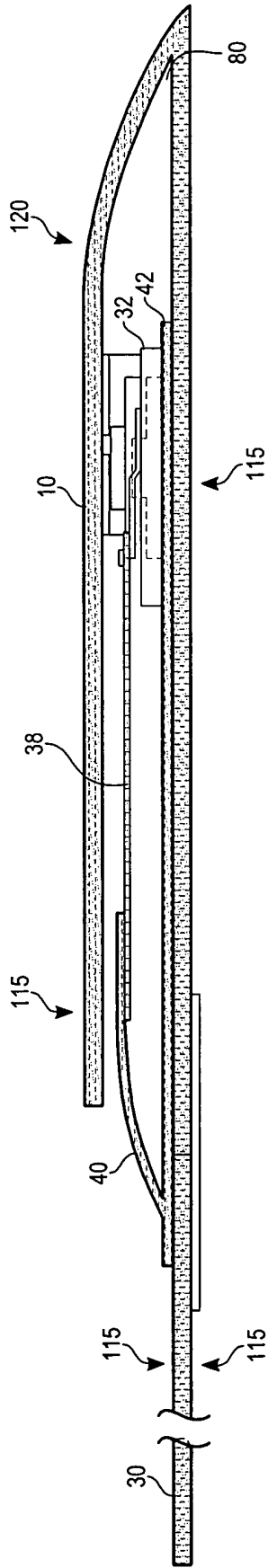


Fig. 6

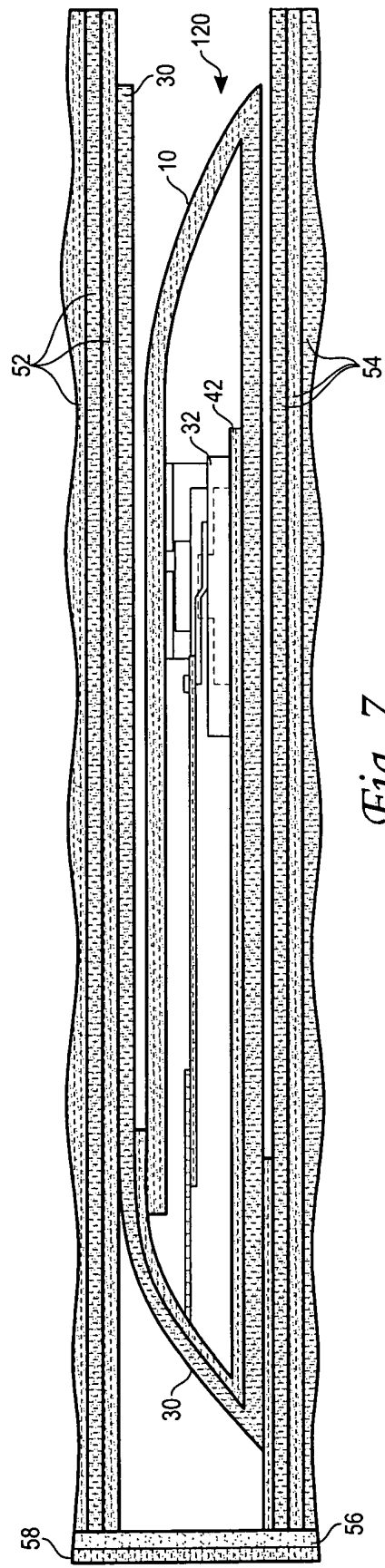
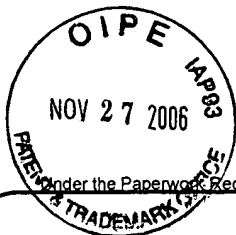


Fig. 7



1FW

PTO/SB/21 (09-04)  
Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/817,250	
	Filing Date	04/03/2004	
	First Named Inventor	Clegg, Timothy	
	Art Unit	1797	
	Examiner Name	Veraa, Christopher	
Total Number of Pages in This Submission	16	Attorney Docket Number	Clegg.04

ENCLOSURES (Check all that apply)		
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<input type="text"/> Remarks		

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